Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 13088 200306Z
ACTION EA-12

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UNCLAS TOKYO 13088

FOR OIM/JAPAN DIV

EO 11652: NA
TAGS: BEXP, JA
SUBJECT: TC MEDICAL EQUIPMENT SHOW, JANUARY 1979

REF: TOKYO A-527, NOV 12, 1975

1. SINCE SUBJECT SHOW WILL BE THE INAUGURAL EVENT FOR THE NEW TRADE CENTER FACILITIES, TC STRONGLY RECOMMENDS HOLDING TECHNICAL SEMINAR IN CONJUNCTION WITH EXHIBITION. THIS IS NECESSARY NOT ONLY TO PROMOTE NEW TC, BUT ALSO TO ATTRACT JAPANESE DOCTORS TO THE EVENT.

2. AS REPORTED IN REF AIRGRAM, EXHIBITORS IN 1975 ADVANCED MEDICAL EQUIPMENT SHOW EXPRESSED DISPLEASURE ABOUT THE LOW NUMBER OF DOCTORS ATTENDING THE EXHIBIT. THIS IS THE BIGGEST CHALLENGE OF PROMOTIONAL EFFORTS FOR ANY MEDICAL EQUIPMENT SHOW.

3. TC BELIEVES THAT FOLLOWING FACTORS ARE FUNDAMENTAL FOR SUCCESS OF MEDICAL EXHIBITION: (A) OBTAIN COOPERATION FROM APPROPRIATE BRANCH OF JAPANESE MEDICAL ASSOCIATION, AND (B) CONDUCT TECHNICAL SEMINAR/COLLOQUIUM FEATURING PROMINENT AMERICAN DOCTORS.

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PAGE 02 TOKYO 13088 200306Z

4. TODAY, JAPAN'S MAJOR MEDICAL INTEREST IS FOCUSED ON THE PROBLEM OF APOPLEXY AND STROKE. TC HAS CONTACTED FOLLOWING TWO FAMOUS JAPANESE DOCTORS, ONE IN CLINICAL AND THE OTHER IN LABORATORY MEDICINE, AND OBTAINED RECOMMENDED NAMES OF AMERICAN DOCTORS AS SPEAKERS IN THE EVENT OIM CONDUCTS TECHNICAL SEMINAR:

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

- (A) DR. FUMIO GOTO, DEPT OF INTERNAL ORGAN, KEIO UNIVERSITY HOSPITAL, TOKYO, AND CONCURRENTLY SECRETARY GENERAL OF JAPAN CEREBRAL APOPLEXY SOCIETY, RECOMMENDED: (1) DR. JOHN MEYER, BAYLOR UNIVERSITY HOSPITAL, HOUSTON, TEX; (2) DR. FRED PLUM, CORNELL UNIV, ITHACA, NY; AND (3) PROF C. MILLER FISHER, BOSTON CITY HOSPITAL, HARVARD MEDICAL SCHOOL, BOSTON, MASS. DR. GOTO ALSO ADVISED TC THAT THESE DOCTORS WILL BE INVITED TO PARTICIPATE IN THE 9TH INTL SYMPOSIUM FOR CEREBRAL BLOOD FLOW AND METABOLISM AT KEIO PLAZA HOTEL, TOKYO, MAY 28 - JUNE 1, 1979.

- (B) DR. GENJI OHNEDA, PATHOLOGY DEPT, GUNMA UNIVERSITY, MAEBASHI CITY, GUNMA PREF, RECOMMENDED: (1) DR. RUSSEL ROSS, ASSOCIATE DEAN FOR SCIENTIFIC AFFAIRS, SCHOOL OF MEDICINE, UNIVERSITY OF WASHINGTON, SEATTLE, WASH; OR (2) ANY AMERICAN DOCTORS RECOMMENDED BY DR. ROSS. DR. OHNEDA MET DR. ROSS AT US-JAPAN SCIENTIFIC SYMPOSIUM HELD AT HONOLULU, HAWAII, JANUARY THIS YEAR.

5. REQUEST OIM INVESTIGATE POSSIBILITY OF OBTAINING AT LEAST TWO OUTSTANDING AUTHORITIES IN THIS FIELD, PREFERABLY ONE IN CAUSITIVE RESEARCH AREA AND ANOTHER IN TREATMENT AREA. POSSIBILITY OF HAVING JAPANESE AUTHORITIES IN SAME FIELD ALSO SPEAK SHOULD BE CONSIDERED. MANSFIELD

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EO Systematic Review
20 Mar 2014
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